

**SYSTEM AND METHOD FOR THE CREATION AND AUTOMATIC DEPLOYMENT
OF PERSONALIZED, DYNAMIC AND INTERACTIVE VOICE SERVICES, WITH
SYSTEM AND METHOD THAT ENABLE ON-THE-FLY CONTENT AND SPEECH
GENERATION**

Abstract of the Disclosure

A system and method for creation and automatic deployment of personalized, dynamic and interactive voice services, including information derived from on-line analytical processing (OLAP) systems is disclosed. The system and method include a call server and a method for initiating telephone calls using on the fly content and speech generation.